

## **Activity # 3-8**

### **Learning Activity:** Moments of Truth

#### **Goals:**

Help participants recognize Moments of Truth in the Service Cycle. Moments of Truth are discrete points of contact with the customer. Every time a customer comes into direct contact with an employee, it shapes the customer's perception of the quality of service offered by the organization. This activity is designed to help students recognize their specific role in shaping positive customer perceptions and how they can leave a lasting positive impression at their point in the cycle.

#### **Materials:**

Handout: Cycle of Service Diagram

Flipchart

Markers

#### **Time:**

10 minutes to create Cycle of Service

5 minutes to discuss in pairs (or groups)

10 to 15 minutes to debrief and reinforce message

#### **Instructions:**

Instruct students to write their own Cycle of Service.

Instruct students to consider how they can effect change in customer perception at their stage and allow several individuals to share their diagram.

#### **Key Learning Points:**

It is important to try to reverse the potential negative outcomes in the Cycle of Service.

